

Montgomery County Mobile App Development

13 March 2013

CountyStat Principles

- **Require Data-Driven Performance**
- **Promote Strategic Governance**
- **Increase Government Transparency**
- **Foster a Culture of Accountability**



Agenda

- **Welcome and Introductions**
- **Update on Mobile App Legal Issues**
- **Update on DTS Mobile App Guidance**
- **Mobile Montgomery Update**
- **Benchmark Comparison of Mobile App Use**
- **Additional County Efforts**
 - Departmental Mobile App Development
 - Internal Apps
- **Wrap Up and Follow Up Items**



Update on Mobile App Legal Issues

In order to reduce risk in the following areas, and also streamline the Mobile App contract review and approval process, as directed by the CAO, the Office of the County Attorney is in the process of finalizing a Contract Template for use by County Departments:

- **Presence in the application store for Google, Apple, or any other mobile platform requires agreement to unfavorable terms of use. These application stores also collect and retain user data.**
- **Vendor use of County symbols must be restricted, and if allowed, monitored.**
- **County applications must not carry advertising.**
- **To protect the County, there must be a contract with any vendor providing the County with a mobile application.**
- **Even with the protection of a contract, the potential for liability to the County when marketing another entity's application will always exist.**
- **Any mobile applications created exclusively by the County also expose the County to liability for intellectual property infringement.**
- **County employees must abide by terms of service on existing County proprietary software when developing mobile apps.**



Update on DTS Mobile App Guidance

Shortly, a Mobile App Policy Guidance will be issued covering the following areas:

- **When Departments Consider Developing New Mobile Apps:**
 - They must follow the CAO established Cross-Departmental Review & Approval Process
 - The Review Process will determine if the need is independent to the department or requires an enterprise solution
 - All apps developed specifically for the County must be published under the County-wide developer licenses, which are managed by DTS
 - Departments will evaluate all mobile app options; including HTML5 vs. a custom app
 - The final contract or task order must be reviewed by DTS and the County Attorney
 - If the mobile app is to provide access to County data, existing web pages should be mobile optimized and content aware
 - If mobile app is not a core County business function, the Open Data platform should be leveraged to encourage the private sector to write applications
(example: look up restaurant inspections)
- **Status:**
 - Mobile app site (HTML5) standards and guidelines published
 - Mobile apps guidelines & contract templates are in progress and will be published shortly
 - Mobile App store licensing accounts to be created



Departmental Mobile App Development Feedback

CountyStat asked departments to participate in a brief survey, highlighting their current status of mobile app development

- **18 departments responded to the inquiry**
- **72% of respondents do not have a mobile app currently or one in development**
- **50% of those that do not have a mobile app are interested in developing one**
- **Departments identified areas of support they would need to develop a mobile app**
 - Enterprise guidance from DTS
 - Access to core systems without VPN requirement
 - Leverage DTS infrastructure for development purposes
 - General technical support



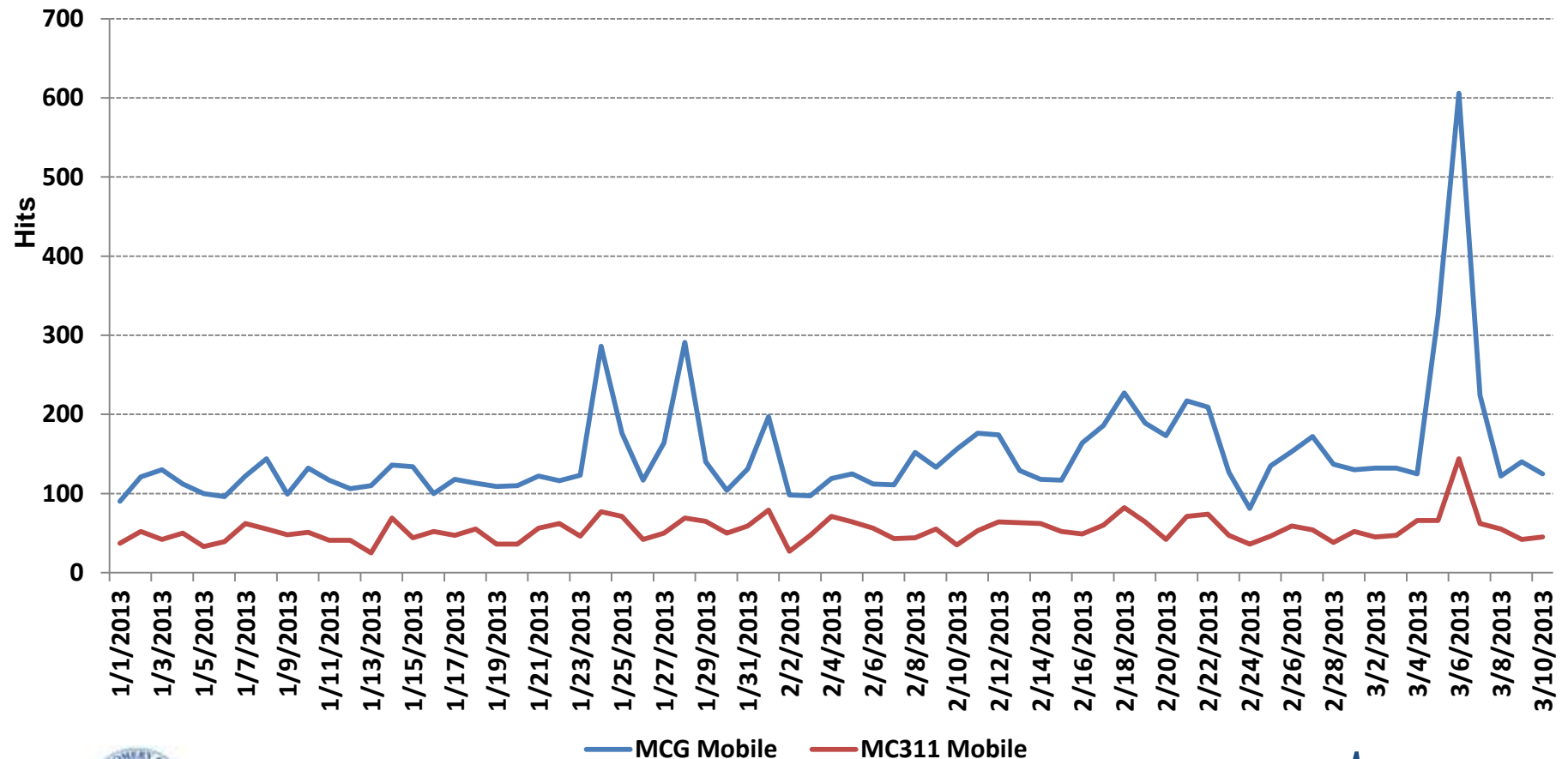
Mobile Montgomery County Update

- Contains three HTML5 mobile sites and three native apps
 - Mobile County Site
 - Mobile MC311 Site
 - Mobile Storm Site
 - Ride On Real Time
 - Park Now
 - MC Public Libraries
- Includes instructions on how to add mobile sites as a bookmark on mobile devices
- Link to mobile site included at bottom of County homepage



Mobile Montgomery Mobile Site Use

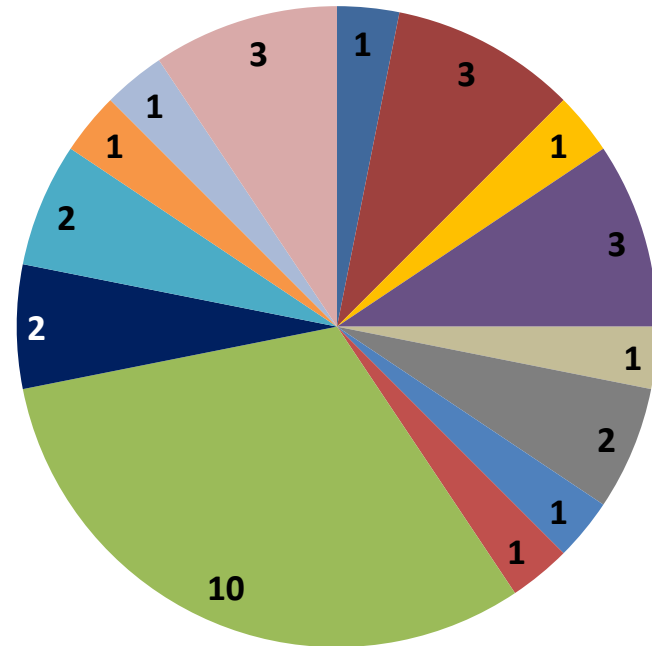
MCGov Mobile site hits from January 1 to March 10 are 1% of total hits to mobile and the regular MCGov sites



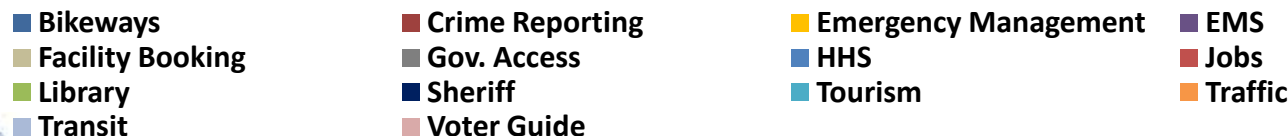
Benchmark Comparison of Mobile App Use

CountyStat compared County efforts to the practices of the 34 'national' benchmark jurisdictions

- 57% of the jurisdictions have a mobile app
- 31% of the jurisdictions have more than one mobile app
- Other than Nassau County (4) all multiple app jurisdictions have two
- 85% of the jurisdictions have apps that are created by outside developers and 30% use in-house apps
- 18 of the apps are information provision and 15 are transactional



Mobile Apps by Theme



Smart Traveler and Ride On Real Time Utilization

Smart Traveler Hits

Mobile	222,962	9/4/12 to 3/4/13
Web	64,666	9/4/12 to 3/4/13



Real Time App Downloads

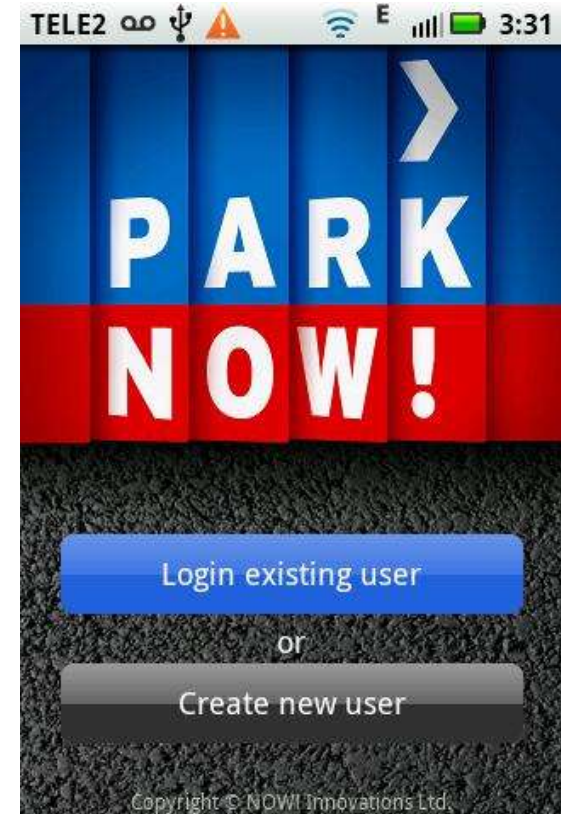
Apple downloads	7,166	4/24/12 to 3/6/13
Android downloads	8,336	4/24/12 to 3/6/13



Division of Parking Management

Current Mobile Application

- Operational since 2009
- In 2012 - 1,042,559 parking sessions were processed in Montgomery County using ParkNOW
- 543,497 of these customers used the ParkNOW App
- ParkNOW available on Android and iPhone (coming soon on Blackberry)
- ParkNOW Application features:
 - Stop and start parking sessions
 - Extend parking remotely within the allowable maximum time limit
 - Receive text message reminder when parking session is about to expire



Division of Parking Management

Future App Development

MCDOT has been working with two national parking application providers to display parking information and live space availability.



Parker



Park Me



MCG
Mobile



CountyStat

Division of Parking Management

Future App Development

Application features:

- **Parking facility and space information**
 - **Rate, hours, type of payment excepted, etc**
- **Real-time space availability**
- **Hands free voice guidance – let's you know where parking is nearby**
- **Search by points of interest or address**
- **Will integrate with ParkNOW app**
- **Find your car – app will guide you back to your car**

Benefits:

- **Enhances customer service by providing parkers with real-time facility information and space availability.**
- **Provides parkers with “hands free” navigation to available parking spaces.**
- **Reduces road congestion and carbon emissions created by vehicles circulating while looking for available parking.**
- **Enables the County to optimize public parking supply by providing real time space availability to parkers.**



Division of Parking Management Park Me Demo



ParkMe I want to park near... Search Share this Map Get a Free Account Sign In

Daily Rates **Monthly Rates**

Showing rates for **2 hours**

Tell us when you'd like to park and we'll show you parking rates on the map.
Get Quick Rates (starting at 11:55AM EDT)
 1 Hour 2 Hrs 4 Hrs 8 Hrs

Entry Time
 02/26/2013 11:56AM

Exit Time
 02/26/2013 1:58PM

Bethesda - Elm Garage 57 \$2.50
 4841 Bethesda Ave

Bethesda Row Parking - Lot 732 \$0.00
 4950 Elm St
 Bethesda, MD 20814

Metropolitan Garage 49 \$2.50
 7601 Woodmont Ave

Waverly Garage 47 \$2.50
 7401 Waverly Street

Woodmont Corner Garage 11 \$2.50
 7730 Woodmont Avenue

Bethesda Avenue Parking - Lot 733 \$6.00
 4806 Bethesda Ave
 Bethesda, MD 20814

Middleton Lane Lot 41 \$2.50
 4538 Middleton Lane

Farm Woman's Market Lot 24 \$2.50

Farm Woman's Market Lot 24
 4501 Leland Street
 (240) 777-8749

Rates:
 Each Hour (Mon-Fri, 7am-10pm): \$1.25
 Hour Max
 Each Hour (Mon-Fri, 7am-10pm): \$0.80
 Hour Max
 Mon-Fri (10pm-Midnight): Free
 Mon-Fri (10pm-Midnight): Free
 Weekends Midnight-Midnight: Free

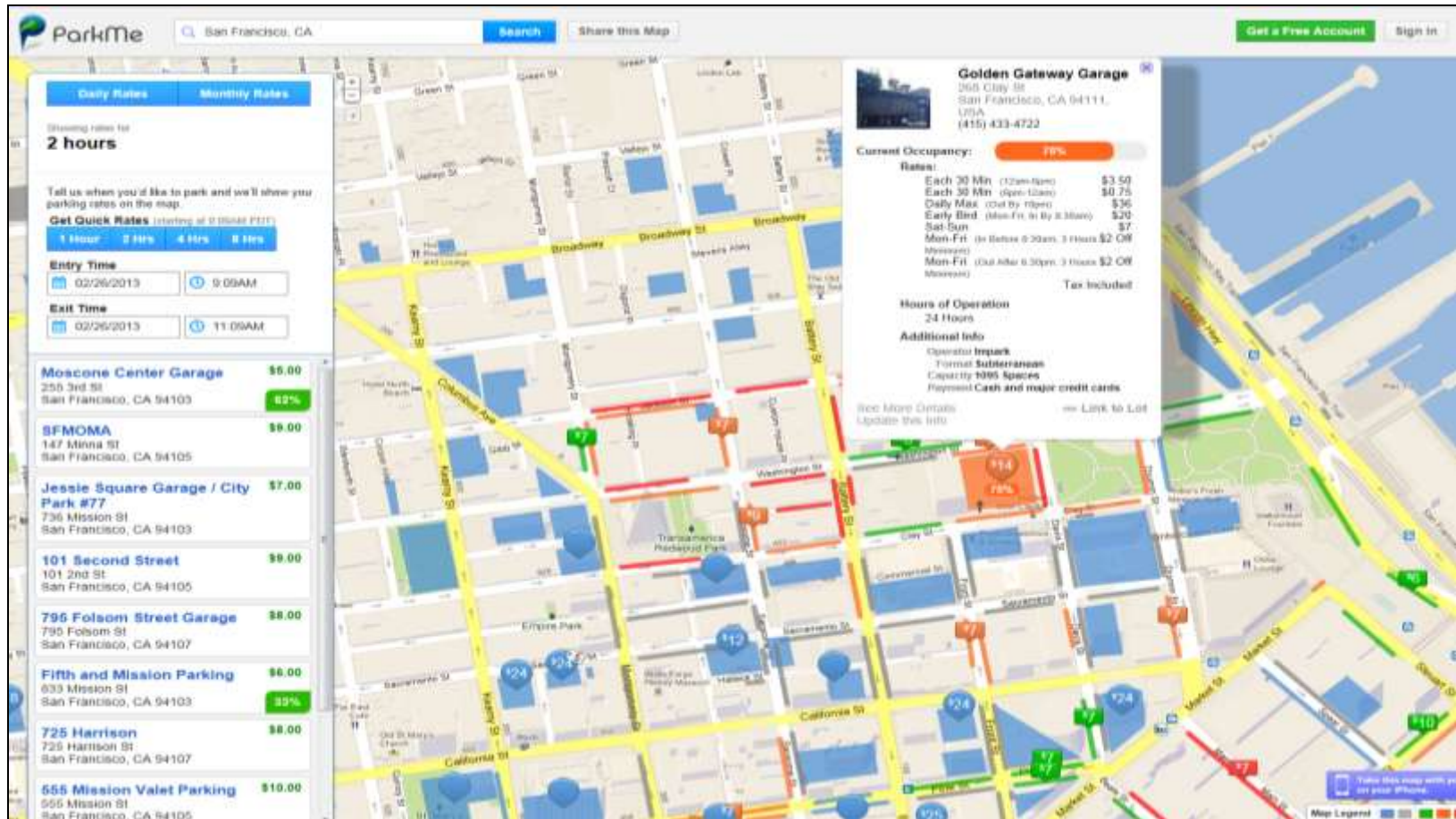
Hours of Operation
 24 Hours

Additional Info
 Operator: Montgomery County
 Format: Surface
 Capacity: 217 Spaces

See More Details
 Update this info
 Link to Lot




Division of Parking Management Park Me Demo



Division of Parking Management

Mobile App Next Steps

- **Expand Facility Vehicle Counting System to additional garages**
 - Currently one garage in Bethesda has a vehicle counting system. Two additional garages will be added in FY14
- **Install new single space “smart meters” and sensors on street**
 - Solicitation is being developed to provide 856 smart meters and sensors for all Bethesda on-street parking meters
- **Mobile Application**
 - MCDOT has been updating facility information in two currently established national parking application providers.
 - »  Parking is working with DTS to post live space availability on data Montgomery <http://data.montgomerycountymd.gov/>
 - » Any Mobile App provider will have access to this data.
 - DTS is working to provide parking facility information and live space availability on the County’s Mobile Website (MCG Mobile).



Internal Facing Mobile Apps

iFormBuilder

- This app is used to gather information that an inspector would use.
- Liquor Control use this app to do away with manually driven paper processes.



© iformbuilder.com

SquareUp

- Departments are starting to see a number of ways to process credit cards in a mobile and PCI (Payment Card Industry) compliant manner.



© SquareUp



Source: DHCA

Mobile Apps

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03/13/2013

CountyStat

Wrap-Up

- Follow-Up Items



Division of Parking Management

ParkNOW Utilization

